

Fanshawe College

## FIRST: Fanshawe Innovation, Research, Scholarship, Teaching

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Documentation (Approvals etc...)

Sport and Event Marketing

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2020

### SMM1 New Degree Audit Report for 2020-21

Fanshawe College

Follow this and additional works at: [https://first.fanshawec.ca/cae\\_business\\_sportsmarketing\\_documentation](https://first.fanshawec.ca/cae_business_sportsmarketing_documentation)

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## Degree Audit Report

Catalog: 2020/2021

**Program:** SMM1  
**Department:** BUS - Kinlin School of Business  
**Academic Level:** PS  
**CCD:** 7 - 2AcadSem/600-700 hrs  
**Credential:** Ontario College Graduate Cert

**Name:** Sport and Event Marketing

**Grade Scheme:** LG2  
**Major:** SMM1 - Sport & Event Marketing  
**Co-Op Indicator:** N/A

**Div:** BUS - Business and Management

## Academic Program Requirement


**Total Credits:** 0.00  
**GPA Requirement:** 2.00  
**Minimum Grade:**

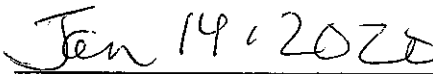
**Residency Reqmt:** 0.00  
**Residency Reqmt GPA:** 0.00

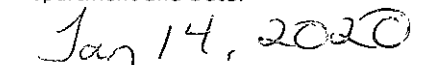
## Academic Requirement:

**Major:**  
**Grade Scheme:**  
**Minimum GPA:** 0.00  
**Minimum Grade:**

  
 Approved By Chair/Manager:

  
 Approved by Dean:

  
 Department and Date:

  
 Date:

General Education Approved By(as appropriate):

Date:

**Total  
Hours**    **Total  
Credits**

## LEVEL ONE

MKTG-1093 Sport Marketing for Sport and Recreation Management	45	3
MGMT-5074 Google Analytics	45	3
COMP-6051 Marketing Design	45	3
COMM-6019 Professional Communications	45	3
MGMT-6153 Leadership in Sport & Event Marketing	45	3
MKTG-6015 Non-Profit Event Marketing	45	3

## LEVEL TWO

MKTG-6031 International Sport Marketing	45	3
MKTG-6030 Festivals, Sports & Events Management	45	3
MKTG-6152 Ethics, Issues and Trends In Sport & Event Marketing	45	3
MKTG-6032 Sponsorship Activation & Analysis	45	3
PBRL-6021 Sport Media & PR	45	3

MKTG-6033 Sport & Community Marketing in Canada	45	3
OR		
INNV-6001 Innovation Applications	45	3

## LEVEL THREE

MKTG-6034 Sport and Event Marketing Management Internship	45	3
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